

The design process is what puts Design Thinking into action. It's a structured approach to generating and evolving ideas. Its five phases help navigate the development design challenge to finding and building a solution. It's a deeply human approach that relies on your ability to be intuitive, to interpret what you observe and to develop ideas that are emotionally meaningful to those you are designing for—all skills you are well versed in as an educator.

The Design Process PhASeS

dIsCOvEry

I have a challenge.
How do I approach it?

Discovery builds a solid foundation for your ideas. Creating meaningful solutions for students, parents, teachers, colleagues and administrators begins with a deep understanding for their needs. Discovery means opening up to new opportunities, and getting inspired to create new ideas. With the right preparation, this can be eye-opening and will give you a good understanding of your design challenge.

IntErPrEtatIOn

I learned something.
How do I interpret it?

Interpretation transforms your stories into meaningful insights. Observations, field visits, or just a simple conversation can be great inspiration—but finding meaning in that and turning it into actionable opportunities for design is not an easy task. It involves storytelling, as well as sorting and condensing thoughts until you've found a compelling point of view and clear direction for ideation.

IdEatIOn

I see an opportunity.
What do I create?

Ideation means generating lots of ideas. Brainstorming encourages you to think expansively and without constraints. It's often the wildest ideas that spark visionary thoughts. With careful preparation and a clear set of rules, a brainstorm session can yield hundreds of fresh ideas.

ExpErImEntatIOn

I have an idea.
How do I build it?

Experimentation brings your ideas to life. Building prototypes means making ideas tangible, learning while building them, and sharing them with other people. Even with early and rough prototypes, you can receive a direct response and learn how to further improve and refine an idea.

I tried something new.

EvOlutIOn

How do I evolve it?

Evolution is the development over time. It involves planning next steps, communicating the idea to people who can help you realize it, and documenting the process. Change often happens over time, and reminders of even subtle signs of progress are important.